15th Annual Content Analysis in Organizational Research: Techniques and Applications

Part I – Introduction to Content Analysis

AOM – Boston
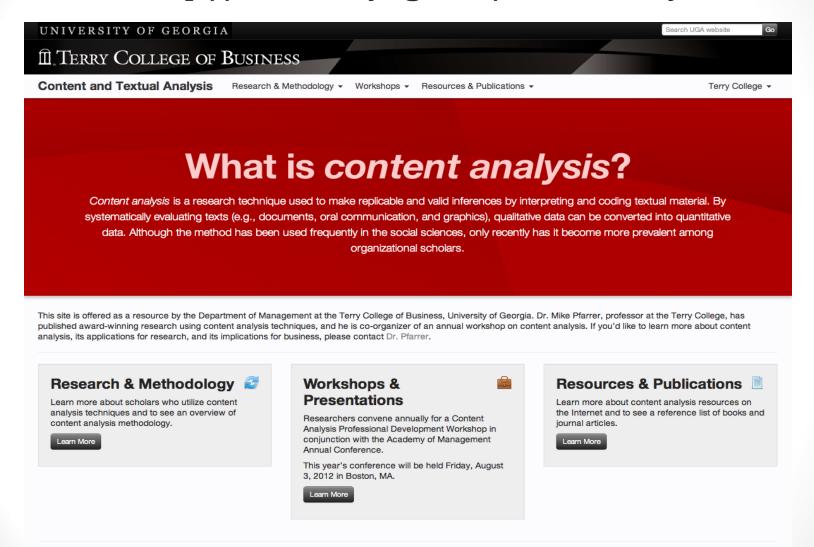**August 4, 2023**

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Organizers: Jason Kiley, Mike Pfarrer

Content Analysis Resources
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Content Analysis Website:
http://www.terry.uga.edu/contentanalysis

Content Analysis in Organizational Research:
Part I—Content Analysis Presentations

- **Aaron McKenny, University of Indiana**

- **Peter Norlander, Loyola University Chicago**

- **Ruixiang Song, LSU**

- **Hani Safadi, University of Georgia**

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Part II – Proposal Feedback

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